

ProfitCheck Quick-Start Guide

A simple way to know what your Etsy digital product is really earning.

Start here

Your first goal: check one product, read the answer, and take one next step.

- Open ProfitCheck.html in Chrome, Edge, or Safari on a desktop computer.
- Click Check a Product.
- Answer the five basic questions. You can add more detail later.

The 3-step setup

1. Check one product
 - Enter the product name, selling price, discount, creation hours, and sales so far.
2. Read the main answer
 - Your main result shows estimated profit so far when you have sales, or estimated profit per sale when you do not.
3. Follow the next action
 - The tool labels the product Doing Well, Needs Attention, Still Testing, or Not Profitable Right Now and gives you a recommended next step.

What the supporting numbers mean

- You earn per hour: estimated profit so far divided by total time invested, including support time.
- Margin per sale: the portion of a sale left after selling costs, before one-time creation costs.
- Sales to pay yourself: the estimated number of sales needed to reach your target earnings for your time.
- Price to hit hourly goal: the price that would help you reach your target earnings per hour.
- One-time creation costs: fonts, graphics, software allocations, or other costs paid to make the product.

Make the estimate more accurate

- Open Make this more accurate to add one-time creation costs, average Etsy Ads cost per sale, software or asset cost, and support time per sale.
- Open Settings to review Etsy fee assumptions and your target earnings per hour.

The tool uses estimates. Confirm the current fee schedule for your own Etsy shop and country.

Save and review

- Click Save Product to keep the product in All Products.
- Open a saved product to update or delete it.
- Use Before You Create to test an idea before spending time making it.
- Use Portfolio Review to see which saved products deserve more of your time.